

SARAH JOYNT BORGER

Global Theatrical & Live Events Production Leader

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Berlin, Germany (U.S. Citizen)

SUMMARY

Experienced leader in theatrical and live production with 15+ years managing large-scale commercial productions, including traditional theater, branded experiences, and high-profile events across the globe. Able to steer multidisciplinary teams through complex environments while consistently delivering top-tier quality on schedule and budget.

INDUSTRY EXPERTISE

Union & Labor Relations



Global Production Leadership



Venue and resource Management



Vendor & Team Management



EXPERIENCE

Head of Media House, EMEA

Riot

2022 - Present

Berlin, Germany

- Oversaw a team of 55+ across 7 departments managing the production of live and virtual events across EMEA. Led the production lifecycle from concept to execution.
- Built and maintained strong relationships with key industry partners and vendors, which enhanced collaboration and ensured consistent quality in all activities.
- Direct budget management for a €25M+ budget, achieving operational cost savings of 21% while improving show quality and viewer engagement.
- Implement production best practices, enhancing team efficiency by 37% and viewership by 24% through strategic resource allocation and production techniques.
- Reported directly to C-Suite executives, ensuring strategic alignment of all production initiatives with overall business goals.
- Foster cross-functional relationships with senior leadership, finance, HR, and technical departments to align production goals with overall business strategy.
- Championed development programs and performance mentoring and engagement with the team, resulting in a 25% increase in promotions and a 30% improvement in team satisfaction scores (YoY).
- Executive Sponsor of the Rainbow Rioters employee resource group, providing resources and engagement for the LGBTQIA+ community.

Director, Broadcast/Production Operations

Electronic Arts

2020 - 2021

California

- Managed global event and broadcast/livestream production across multiple continents, optimizing resource allocation for concurrent projects in North America, Europe, and Asia.
- Developed strong partnerships with vendors through strategic negotiations.
- Achieved a 25% improvement in operational efficiency while cutting expenses by 20% through strategic vendor negotiations and workflow improvements.
- Collaborated with senior leaders to align production objectives with strategic goals, driving efficiency and enhancing production quality across all regions.
- Launched and directed the RISE Women's Initiative, providing over 500 hours of specialized training and mentorship to women and allies within CGE business pillar.
- Implemented comprehensive COVID and EHS risk assessment and safety protocols for all live and in-studio productions, resulting in zero major incidents across events.

Director, Original Content & Event Production

DBLA Agency

2020 - 2020

California

- Executive Producer of major tentpole events, managing multi-million dollar budgets and exceeding engagement goals by 40% through innovative hybrid, digital, and live interactive elements.
- Designed and executed B2B and B2C experiences for HBO, AT&T, Warner Bros, Dell, YouTube, and Google, driving a 38% increase in audience interaction.
- Spearheaded creative strategies for events and online campaigns, melding digital interactivity with traditional event dynamics.
- Developed integrated marketing initiatives resulting in 32% rise in employee engagement and 15% increase in awarded bids.
- Forged partnerships with industry leaders like Capitol Records, Netflix, and Dell, achieving 30% increase in audience interaction across various platforms.
- Conceived and executed full-spectrum events (B2B, tradeshow, media, influencer, corporate), aligning with client needs and market trends to drive business growth.

KEY ACHIEVEMENTS



Innovative Program Management for the Creative Pipeline

Processes to streamline creative projects from concept to closure, using Agile & Waterfall methodologies tailored for creative workflows. Results: 42% boost in stakeholder satisfaction; 18% reduction in project timelines; 35% increase on project greenlights.



Riot Games Esports Arena EMEA

Designed, built and operationalized state-of-the-art broadcast studio integrated with a remote broadcasting center and AWS technology. Result: 37% staffing efficiency, 21% YoY OpEx reduction.



LEC 2023 Season Finals

Integrated digital and interactive content with livestreamed event for an live audience of 10K+. Led initiatives for sponsorship engagement (KIA, Santander, Fortiche) in the EXPO attached to the sporting event. Outcome: 15% viewership increase, 23% boost in event awareness. 95% audience satisfaction rating.



BlizzCon Convention Production

Ran the production operations from concept to greenlight to execution across multiple stages and platforms. Innovated cross-stage integrations and produced the first multi-act closing ceremony. Managed high-profile B2B touchpoints including partner showcases, sponsored panels, and executive networking events. result: virtual ticket sales up by 37%, community engagement by 23%, audience rated "Best BlizzCon Ever."



Halloween Horror Nights and Grinchmas

Managed end-to-end production of multiple marquee events. Outcome: Significant attendance growth, 32% increase in guest satisfaction.

STRENGTHS



Cross-Functional Collaboration

Unifying diverse teams to drive integrated solutions and operational excellence



Strategic Planning & Innovation

Developing forward-thinking strategies to drive creative and operational advancements



Global Production Management

Managed end-to-end cycles for large-scale events across entertainment sectors with diverse cultural/regulatory contexts



Financial & Budget Management

Multi-million dollar budgeting, forecasting, P&L ownership; driving cost-savings and efficiency



Risk and Safety Management

Analyzing, mitigating risks; implementing safety protocols in high-profile productions



Project and Program Management

Orchestrating complex, multi-faceted initiatives to drive strategic outcomes and operational excellence



Creative Pipeline Management

Optimizing processes to enhance creative development and production effectiveness

EXPERIENCE

Director, Event & Broadcast Production Operations

ESL FACEIT Group

2019 - 2019 California

- Directed production of large-scale international events, managing complex logistics, venue sourcing, and union relations to deliver high-impact sporting events.
- Supervised comprehensive staffing plans and operational logistics for event spaces, coordinating staff, technical crews, and production partners.
- Drove a 26% improvement in budget adherence and achieved a 12% revenue increase through effective vendor management and judicious contract negotiations.
- Oversaw planning, creative development, production/fabrication, staffing/training, contracting, shipping, and onsite event execution, acting as an in-house agency for all productions and events.
- Developed strong partnerships with vendors through strategic negotiations, leading to a 20% reduction in expenses and increased production efficiency.
- Led the design of stage programming and show flows, ensuring technical and content delivery met strategic event goals.
- Maintained oversight of broadcast quality across both virtual and live platforms, enhancing the reach and impact of events.

Producer/Project Manager

Blizzard Entertainment

2017 - 2019 California

- Spearheaded the Virtual Ticket campaign for BlizzCon, incorporating new technology into live and virtual engagement strategies, resulting in a 37% increase in ticket sales and achieving the "Best BlizzCon Ever" rating.
- Supervised Stage Management team for multiple stages, managing cue calling and live performances with precision, mirroring theatrical production standards
- Implemented a pivotal RFP process, improving vendor relations and achieving a 35% cost reduction alongside a 22% increase in content deliverables.
- Managed multi-million dollar budgets, optimizing resource allocation to maximize event impact and ROI.
- Reported to C-Suite executives and senior leadership to align production objectives with broader company strategy and to drive efficiency across all regional operations.
- Collaborated cross-functionally with internal teams to integrate key brand messaging and marketing priorities into content strategy and execution.
- Managed relationships with the Anaheim Convention Center and multiple production vendors, ensuring compliance with union standards and labor laws while maintaining strong relationships with union leaders and members.

Ent. Production Operations Supervisor, Marquee Events

Marquee Events

2012 - 2017 California

- Led financial strategies for major productions, achieving a 21% spend reduction while aligning outcomes with objectives and participating in collective bargaining.
- Spearheaded execution of iconic events like Halloween Horror Nights and Grinchmas, driving unprecedented attendee engagement and maintaining safety standards.
- Served as Production Stage Manager for various marquee theatrical productions (*WaterWorld*, *Jabbawookeez*, etc.), coordinating deck operations and ensuring compliance with union (IATSE, IBEW, AGVA, etc.) regulations.
- Coordinated high-profile branded press events and fanzone launches, featuring immersive elements and interactive media experiences to boost coverage and engagement, like the *Wizarding World of Harry Potter* and *The Walking Dead*.
- Designed and executed a comprehensive training program, boosting employee engagement by 42% and satisfaction by 15%.
- Managed venue operations, enforcing State, Federal, and Union health and safety regulations while optimizing visitor experiences.

EXPERTISE

Intellectual Property (IP) Management

Directed brand and IP-centric live events for Universal, Warner Bros., Capitol Records, Blizzard, and Dell, ensuring creative consistency and maximizing brand engagement through innovative, multi-platform content strategies.

Diversity, Equity, & Inclusion Initiatives

Executive sponsor for Riot's LGBTQIA employee group and founder of EA's RISE Women's Initiative. Led Lean-in Circles at Riot, EA and Blizzard.

Regulatory Compliance

Ensured compliance with union and labor regulations while managing relationships with venues and unions, while implementing incident tracking protocols and processes, leading to zero major incidents during high-profile events at Blizzard and NBCUniversal.

Cross-Cultural Production Expertise

Led operations across 27 countries for Riot Games, managing multilingual broadcasts and boosting audience engagement by 50%.

SOFTWARE AND TECHNOLOGY

Production Management

Movie Magic, StudioBinder, Farmer's Wife

Creative and Design

Adobe Creative Suite, AutoCad, SketchUp, LucidChart, Vectorworks, ShoFlo

Show Control & Tech Systems

QLab, Isadora, ETC/GranMa, Yamaha, Dante, OBS, Automation & Fisher Fly Systems, Qsys, SFX/Pyro, MIDI/SMPTE, Show Control / ShowStak

FoH and Box office

ServiceNow, Ticketmaster, ShowPass

Enterprise & Productivity

Microsoft Office, Google Productivity Suite, SAP, Oracle, Teams/Slack, CRM, Zoom

Project Management

Trello, Wrike, MS Project, Primevera, Jira, Asana, ClickUp, Airtable

EDUCATION

Master of Business Administration

University of Southern California

- Strategic Leadership & Organizational Development*

Project Management Certificate

University of California, Berkeley

- Waterfall, Agile, Scrum and Hybrid Project Management*

Master of Fine Arts

Academy of Art University

- Film & Television Production, emphasis on Producing & Screenwriting*

Professional Certification in Writing and Editing

University of California, Berkeley

- Copyediting, proofreading and knowledge of AP, Chicago and Oxford styles*

Bachelor of Arts

California State University, Fresno

- Theatre Arts (Performance & Tech)*

PROFESSIONAL AFFILIATIONS

Member

Producers Guild of America

Member (Stage Manager)

Actors' Equity Association

Member

Project Management Institute

Committee Chair/Member

Women In Games International

Member

Stage Managers' Association

LANGUAGES

German	Beginner	● ● ● ● ●
Spanish	Intermediate	● ● ● ● ●
Japanese	Intermediate	● ● ● ● ●
English	Native	● ● ● ● ●